

IN THE SPECIFICATION:

Please insert the following new heading after the title and before line 5 of page 1:

BACKGROUND OF THE INVENTION

Heading beginning at line 5 of page 1 has been amended as follows:

~~Technical Field~~ Field of the Invention

Heading at line 11 of page 1 has been amended as follows:

~~Background of the Invention~~ Information

Heading at line 25 of page 5 has been amended as follows:

~~Disclosure of the Invention~~ Summary of the Invention

Paragraph at line 6 of page 6 has been amended as follows:

Namely, when a display unit is manufactured by using the polymeric substrate having a longitudinal length longer than a transversal length, a process for forming a vertical orientation film material on the polymeric substrate and a process for obtaining a vertical orientation film by solidifying this material are performed by continuously moving the polymeric substrate in the longitudinal direction. In

other words, the orientation film can be formed by orientating the polymeric substrate in the vertical orientation (VA) mode while the polymeric substrate is continuously moved or fed from the polymeric substrate roll in the longitudinal direction.

Paragraph beginning at line 16 of page 6 has been amended as follows:

Further, after the vertical orientation film is formed, a process (orientation process) for prescribing the falling direction of a liquid crystal molecule is subsequently performed by continuously moving the polymeric substrate in the longitudinal direction. Since it is sufficient to perform rubbing in a constant direction the vertical orientation mode even when the characteristic specification of a liquid crystal is changed, orientation processing can be performed while the polymeric a substrate is moved, or fed from the roll, in the longitudinal direction, thereby greatly improving productivity.

Heading at line 2 of page 8 has been amended as follows:

~~Best Mode for Carrying Out the Invention~~ Detailed Description of the Preferred Embodiments

Paragraph beginning at line 5 of page 10 has been amended as follows:

Fig. 2 shows a typical view of the manufacturing method of the present application invention adopting the vertical orientation mode in the polymeric substrate. The polymeric substrate continuously extending in a longitudinal direction wound in a roll shape. This polymeric substrate 31 is continuously processed in a process 32 for forming an orientation film, a process 33 for solidifying the orientation film and an orientation process 34. Namely, orientation processing from the formation of the orientation film to rubbing during the orientation process can be performed by continuous processing.

Paragraph beginning at line 3 of page 13 has been amended as follows:

Accordingly, a patterning process is performed separately by sequentially moving the polymeric substrate, and the patterned polymeric substrate is wound in a roll shape in advance as shown in Fig. 2. Next, it is necessary to take a measure for continuously processing this polymeric substrate 31 of the roll shape in a process 32 for forming an orientation film, a process 33 for solidifying the orientation

film, and an orientation process 34 while continuously feeding
the polymeric substrate 31 from the roll in the longitudinal
direction.